



Writing a New Cannabis Story

Our vision is to help build a cannabis industry that celebrates and preserves cannabis heritage in California—the beautiful lands and waterways, the socially and environmentally progressive communities, and the fair trade practices and living wage livelihoods that have always made up the best of California’s cannabis culture. We believe that a commitment to collaboration is the only way to achieve this vision, and we are seeking partners to help write a new cannabis story for California—one that shines a light on the farmers, manufacturers, retailers, and other supporting actors who are committed to building a sustainable, responsible, and equitable cannabis industry.

Chapter One: PremaFlora

Our first step in this journey is the launch of PremaFlora, a line of premium artisan cannabis flowers that provides a showcase for the best craft cannabis producers in California. PremaFlora brings several benefits to California’s cannabis marketplace:

One-Stop Shopping for High-Quality, Sustainably-Produced, Shelf-Ready Cannabis Flowers: We provide consistent and convenient access to a diverse inventory of premium quality, lab-tested cannabis flower products, including many boutique, terpene-rich, and CBD varieties, all of which are produced using sustainable, organic practices. We carry only sun-grown flowers produced with no chemical fertilizers or pesticides. Our products are available 24/7 (on premaflora.com) and delivered ready to retail, reducing “time to shelf” and saving staff time on product intake, quality assurance, and packaging.

A Total Commitment to Quality: Quality is paramount. Our farm membership and production standards, internal quality assurance processes, and external laboratory testing partners ensure that all flowers that make it to our stocklist are of the highest quality and clean of pesticides and microbes. We use a cold-temp supply chain and just-in-time processing and packing to ensure flower freshness and maximum terpene and cannabinoid preservation. We believe in transparency and include batch/lot tracking and “know your source” information on our packaging. We are working with producers, retailers, and manufacturers to further integrate quality control standards and best practices throughout our supply chain.

Direct Access/Benefit to Farmers: We are committed to connecting farmers with folks who love their products. Providing retailers and their patient members with an authentic connection to farmers and “farm direct” flowers is central to our mission, and we are happy to produce educational events and product demos for staff and patient members. We are committed to ensuring that farmers receive fair trade prices for their products, which in turn allows them to benefit their local communities and provide living wage livelihoods to their employees. We’re working to ensure that cannabis contributes to sustainable local economies.

A Brand Designed for Growth: Our branding, messaging, and packaging is designed to appeal to patient consumer categories poised for growth, including Women, “Whole Foods Shoppers,” and Seniors. We provide detailed tasting and experience profiles, test results, product descriptions, and “know your farmer” stories directly on our packaging, enhancing the experience for patient consumers.